

# CONSUMER RESPONSE UPDATE

December 2003: Issue N°22



## HIGHLIGHTS

Although one of OTMPC's most challenging years to date, consumer response to its web sites and fulfillment centre grew over 2002!

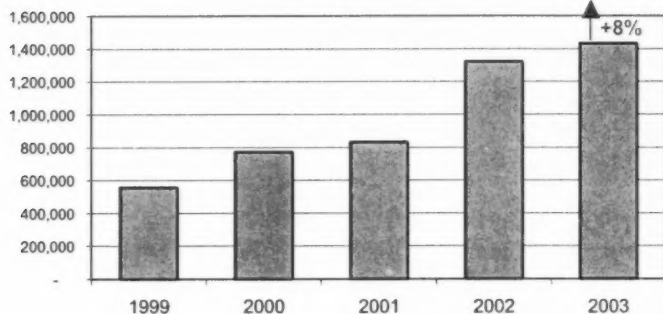
- User sessions with OntarioTravel.net grew 8% over 2002, the growth a likely result of OTMPC's additional investment in 2003 (over 2002) in contests and advertising which drove to the web.
- As 2003 ended, 93,500 consumers were registered with OntarioTravel.net! Of those registered, 57,400 opted to receive e-marketing material from OTMPC!
- User sessions with TourismPartners.com grew 30% over 2002!
- As 2003 ended, 4,900 partners were registered with TourismPartners.com!
- Calls to the Call Centre dropped 20% over 2002.

## CONSUMER WEB SITE – www.OntarioTravel.net

### User Sessions

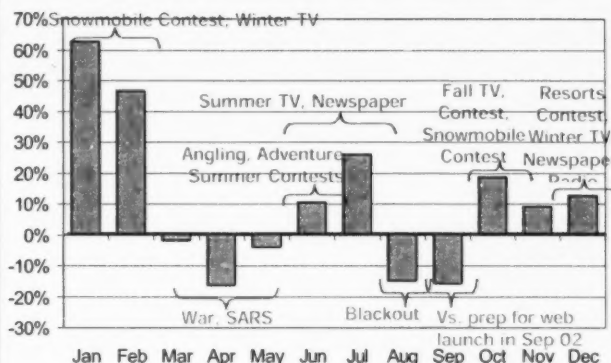
- User sessions at OntarioTravel.net in December grew 13% over December 2002 to total 115,900!
- User sessions with OntarioTravel.net in December, averaging 3,700 per day, were greatest in volume on the 16<sup>th</sup>, when they tripled to 11,700 for the day! OTMPC's Winter TV spot, which advertised the site, began to air December 16.
- December's total brought the number of user sessions for 2003 to 1.4 million, an increase of 8% over 2002!
- For the past 5 years, user sessions with OTMPC's consumer web site have grown steadily each year.

### User Sessions with OTMPC's Consumer Web Site: 1999 – 2003



- Growth in user sessions at OntarioTravel.net in 2003 occurred despite the challenging year. Though the impact of events such as War, SARS and Blackout 2003 caused user sessions to fall below 2002 levels, OTMPC contests and advertising drove a significant enough amount of consumers to the site during the remainder of the year to boost user sessions.

### Year-over-Year Percentage Change in User Sessions at OntarioTravel.net: 2003 vs. 2002



### Consumer Registrations

- OTMPC's four live contests in December encouraged 10,400 consumers to register with OntarioTravel.net, ranking December the month with the third highest level of registrations in 2003!
- The majority of registrations in December were made to enter OTMPC's It's Time for a Little T.O. contest.
- Though December didn't generate the highest level of registrations for a month in 2003, it did produce the highest conversion of user sessions to registrations for a month in 2003! This high conversion rate can be attributed to the four OTMPC contests in-market in December.
- Looking back on 2003, the percentage of monthly OntarioTravel.net user sessions resulting in registrations was higher with OTMPC contests in-market. The conversion rate of user sessions to registrations was lowest in 2003 in August

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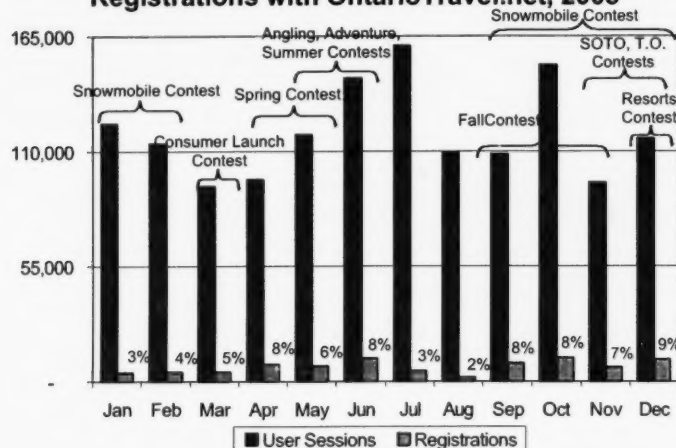
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(2%) and July (3%) when no OTMPC contests were in-market.

### Conversion Rate: User Sessions Resulting in Registrations with OntarioTravel.net, 2003



December's total brought the number of consumer registrations with OntarioTravel.net for 2003 to 82,600.

To date, from the launch of OntarioTravel.net in October 2002 to January 2004, 93,500 consumers have registered with OntarioTravel.net!

Of these registered consumers, 57,400 (61%) have opted to receive e-marketing material from OTMPC!

### PARTNERS WEB SITE – [www.TourismPartners.com](http://www.TourismPartners.com)

In December, 4,200 user sessions were recorded at TourismPartners.com, an increase of 52% over December 2002!

December's total brought user sessions for 2003 to 49,600, an increase of 30% over 2002!

### Registered Partners

Approximately 250 partners registered with TourismPartners.com in December, bringing the total number of partner registrations to date to 4,900!

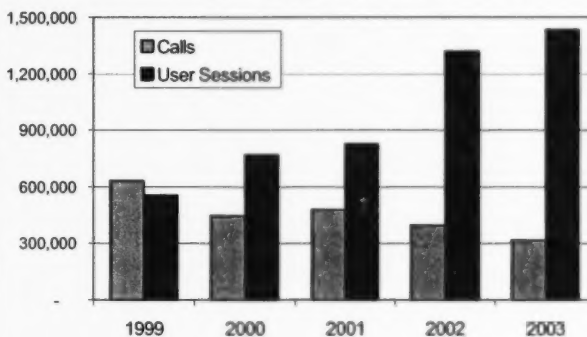
### CALL CENTRE

Calls to the Call Centre in December totalled 8,800, a decrease of 21% over December 2002.

December's total brought the number of calls to the Call Centre for 2003 to 317,000, a decrease of 20% over 2002.

Calls to the Call Centre have been declining over the past five years, as consumers' preference for the web (vs. the phone) when seeking travel information has increased. Noting this trend, OTMPC shifted its primary call-to-action in its advertisements from the phone to the web over the past year. This shift also contributed to 2003's decrease in call volume.

### Calls to 1-800-ONTARIO Down, User Sessions at OntarioTravel.net Up: 1999 – 2003



Of calls to the Call Centre in 2003, 85% came from Canada; 15% came from the U.S.

85% of Canadian calls originated in Ontario.

62% of U.S. calls originated in the border states.

### FULFILLMENT CENTRE

In December, 9,300 fulfillment pieces were distributed to consumers, an increase of 2% over December 2002.

December's total brought the number of fulfillment pieces distributed to consumers in 2003 to 365,300.

For the portion of 2003 comparable to 2002, May to December, the distribution of fulfillment pieces increased 49% over the same period in 2002.

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*TourismPartners*

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- Growth in fulfillment pieces distributed in 2003 can be attributed to consumers' new ability, versus much of 2002, to order fulfillment pieces online at OntarioTravel.net. Of fulfillment pieces distributed in 2003, one third (33%) were ordered through OntarioTravel.net. Thus, although publications were available for download, the web increased demand for tangible publications.

- The 5 most popular fulfillment pieces distributed in 2003 are listed in the table below:

**Top 5 Fulfillment Requests: 2003**

|   | Fulfillment Piece / Guide | Quantity Distributed |
|---|---------------------------|----------------------|
| 1 | Ontario Road Map          | 58,197               |
| 2 | Ontario Reference Guide   | 44,161               |
| 3 | Summer Experience Guide   | 33,185               |
| 4 | Ontario Parks Guide       | 23,539               |
| 5 | Adventure Guide           | 23,397               |

- Of fulfillment pieces distributed in 2003, the majority (81%) were requested by Canadians. Americans and overseas residents requested 16% and 3%, respectively.

## **ONLINE PUBLICATIONS**

- In December, consumers downloaded 9,300 publications via OntarioTravel.net.

- December's total brought the number of downloaded publications in 2003 to 418,200. More publications (+14%) were downloaded from OntarioTravel.net in 2003 than ordered through OTMPC's fulfillment centre.

- The 5 most downloaded publications for 2003 are listed in the table below:

**Top 5 Online Publications: 2003**

|   | Online Publication      | Quantity Downloaded |
|---|-------------------------|---------------------|
| 1 | Fall Colour Report      | 67,427              |
| 2 | Fall Events Guide       | 53,831              |
| 3 | Summer Experience Guide | 47,963              |
| 4 | Summer Events Guide     | 31,956              |
| 5 | Fall Experience Guide   | 31,318              |

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